



Network Development Group Style Guide

Who is Network Development Group?

Website

Visit the NDG Website to find the most comprehensive information on who we are!

Tagline

We develop training solutions that enable learners worldwide to develop IT skills and prepare for rewarding careers. Our products, NDG Online and NETLAB+, feature innovative, hands-on training environments where practice leads to success.

Mission

To help people get job skills.

About Us

NDG (Network Development Group) started out as a simple idea — using networked technology to make hands-on, real-world IT training accessible to all. We had experienced first-hand how training and technical certifications can lead to rewarding careers — and how greater skills allow people to contribute better to their organizations, their families, and their communities.

Core to our approach is a fundamental concept: there is no substitute for hands-on training. Our NETLAB+ and NDG Online Labs and Courses pair well-designed lessons, labs, and exercises alongside real, working machines.

We work with academic institutions and partner with the best technology leaders in the industry to create innovative, hands-on training environments where the next generation of IT professionals can build the skills and confidence they need to succeed.

As we approach 20 years of service, NDG appreciates our loyal customers and looks forward to many more years of creating learning solutions that help IT professionals better themselves and make a difference to those around them.



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Toolkit Introduction

This toolkit is designed to help Cisco Networking Academies marketing NDG Linux Courses. It includes messaging, imagery for social media, presentations, and more.

These guidelines describe the proper use of trademarks owned and used by Network Development Group, Inc. ("NDG"). See below for a full list of NDG™ trademarks. When you reference NDG products and services in person, on the web, or in print, you must acknowledge the brand and intellectual property of NDG and its partners.

Network Development Group, Inc.

The company's full name is Network Development Group, Inc. It may be referenced as Network Development Group or by the abbreviation NDG, each of which are trademarks of NDG. Preferred practice is to use the name Network Development Group™ in the first instance on the page and the full name or the abbreviation thereafter. The first instance of the NDG abbreviation on the page should include the ™ symbol. The company website is <http://www.netdevgroup.com>.

NDG Courses

Use the full course name and certification alignment information as listed below in the first instance on a page:

NDG Linux Essentials™ aligned to LPI Linux Essentials Professional Development Certificate

NDG Introduction to Linux I™ aligned to LPI LPIC-1® 101 certification exam and CompTIA Linux+ LX0-103 Powered by LPI

NDG Introduction to Linux II™ aligned to LPI LPIC-1® 102 certification exam and CompTIA Linux+ LX0-104 Powered by LPI

Thereafter, you may refer to the course name alone (i.e. "NDG Linux Essentials". Use the trademark symbol in the first instance and a trademark reference (e.g. as a footnote) that says, "NDG Linux Essentials™ is a trademark of Network Development Group, Inc."

DO NOT refer to simply the "Linux Essentials" or other course names without the term "NDG" in front, or otherwise leave an impression that any NDG course is provided by anyone other than NDG.

NETLAB+ Product Line

Use the trademark and the generic in the first instance on a page:

NDG NETLAB+® remote training solution

NDG NETLAB Academy Edition™ remote training solution

NDG NETLAB Professional Edition® remote training solution

You may use abbreviated forms thereafter:

NETLAB+

NETLAB Academy Edition

NETLAB Professional Edition

Use the trademark symbol in the first instance and a trademark reference (e.g. as a footnote) that says, "NDG NETLAB+® is a trademark of Network Development Group, Inc."

Additional Use Guidelines

You may not use any domain name, social network page, company name, or product or service names that incorporate or that are confusingly similar to any NDG trademarks, unless NDG has specifically agreed to this use in a written, signed agreement with you. You also may not use any NDG trademarks as metatags for your web pages.

You may not use any NDG trademarks in a manner that would disparage NDG or any of its products or services.

You may not abbreviate any NDG trademarks or combine the NDG trademarks with other marks unless authorized in writing by NDG.



Network Development Group Style Guide

You may not use any logos, highly stylized fonts, or other graphic depictions that include any NDG trademarks unless authorized in writing by NDG. All use of logos and other graphic depictions must be in the form(s) provided by NDG. Please contact NDG for the latest specific logo files and formats. The following general guidelines apply:

- The NDG logo must be implemented as a link pointing directly to the main NDG web site.
- The NDG logo must be of high quality and proper proportions.
- The logo must not be used as primary branding for a website or other marketing materials.

You should take appropriate steps to avoid portraying your organization as representing NDG and you should minimize the chance of your customers and distributors from making such association.

These Trademark Use Guidelines apply to all users of the NDG trademarks, including but not limited to business partners of NDG and their partners and distributors who have received rights to distribute NDG courses.

NDG Trademarks

Registered NDG Trademarks:

NETLAB+

NETLAB Professional Edition

Other NDG Trademarks (unregistered):

Network Development Group

NDG

The NDG logo

NETLAB Academy Edition

NETLAB AE

NETLAB PE

NDG Linux Essentials

NDG Introduction to Linux I

NDG Introduction to Linux II

Master Brand

The NDG master logo should be used at all times. Where not possible, one of the logo variations should be used (see below). This is to make sure the logo and brand are used in a consistent manner across all communications.



NDG Linux Unhatched

Description

Learn the basics for free!

Linux is everywhere! It runs the Internet and is in products ranging from spacecraft, to factories, cars, appliances, and the mobile phone in your pocket. Linux knowledge is a life-changing skill upgrade that will make you a wizard and boost your value as an IT professional.

NDG Linux Unhatched exposes new learners to the Linux command line in a short 8-hour, self-paced course. Aligned to the Linux exam objectives found on the CompTIA A+ certification, learners develop basic Linux knowledge and whet appetite to further build Linux expertise by continuing with either NDG Linux Essentials or NDG Linux I.

Certifications

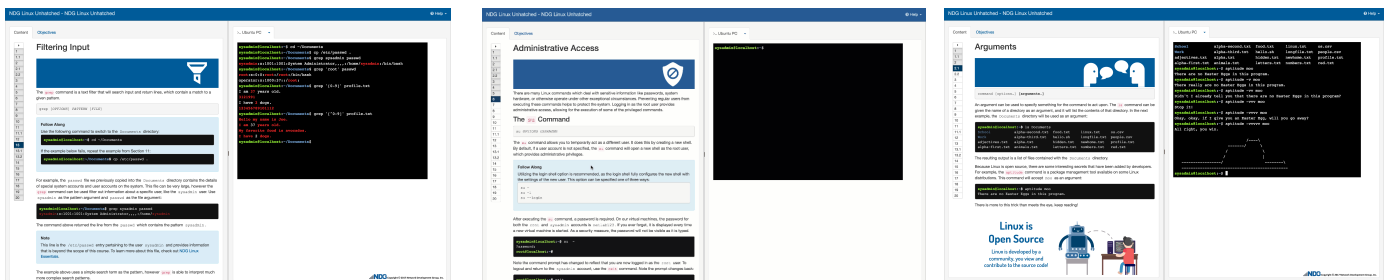
CompTIA A+ Certification (Exam Number: 220-902 Objective 2.1)

Availability

- Cisco Networking Academy
- Self-Paced Course
- NDG IT Essentials Module
- NDG Website

Languages

- English
- Spanish



NDG Linux Essentials

Description

NDG Linux Essentials is an introduction to Linux as an operating system, basic open source concepts and the basics of the Linux command line. Content developed by experts, a Linux virtual machine and step-by-step labs give you hands-on access to practice Linux command line concepts. With no previous knowledge required, this course is the perfect starting point to gain Linux skills.

Certifications

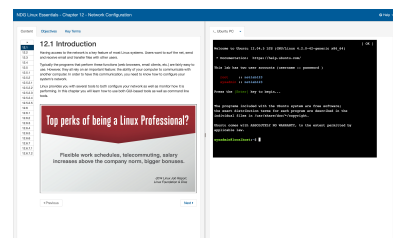
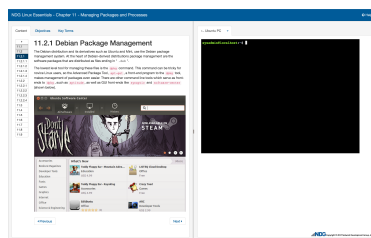
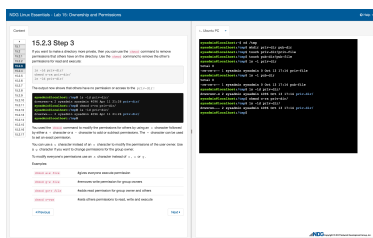
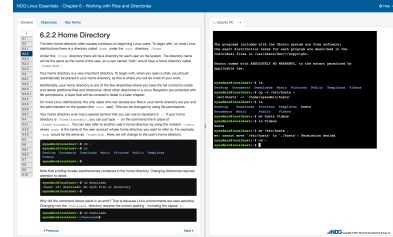
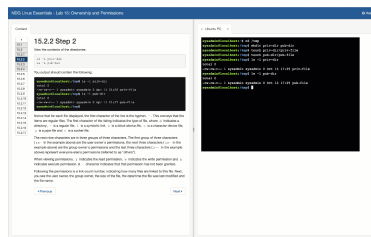
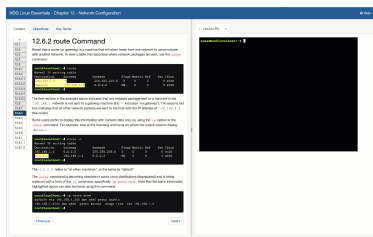
Linux Professional Institute (LPI) Linux Essentials Professional Development Certificate

Availability

- Cisco Networking Academy
- Instructor-Led Training
- Self-Paced
- Direct to Consumer
- NDG Commercial

Languages

- English
- Spanish (Beta)



NDG Linux 1 & 2

Description

Are you an IT professional looking to advance your career and increase expertise? Or a recent grad just starting an IT career? You can set yourself apart with experience and foundational knowledge of Linux. When you have recognized certifications and verifiable knowledge on your resume, you get through the Human Resources firewall and boost your resume to the top of the candidate stack. Certification can mean better job opportunities and increased income potential. The two-course NDG Linux Series is the fastest and most effective way to acquire proven Linux skills and get certified.

Linux 1:

- System Architecture
- Linux Installation and Package Management
- GNU and Unix Commands
- Devices, Linux Filesystems, Filesystem Hierarchy Standards

Linux 2:

- Shells, Scripting and Data Management
- Interfaces and Desktops
- Administrative Tasks
- Essential System Services
- Networking Fundamentals
- Security

Certifications

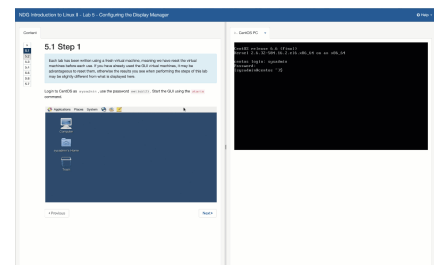
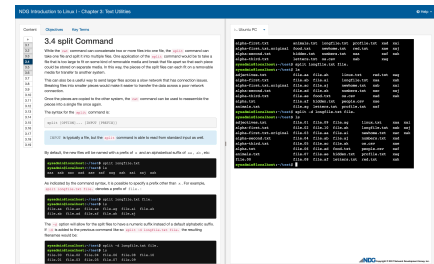
- LPIC-1: Linux Professional Institute System Administrator Certification
- NDG Linux I aligns to Exam 101
- NDG Linux II aligns to Exam 102
- CompTIA Linux+ Powered by LPI
- NDG Linux I aligns to Exam LX0-103
- NDG Linux II aligns to Exam LX0-104

Languages

English

Purchasing Options

- Cisco Networking Academy - \$39.95 Per Course
- Available As:
 - Instructor-Led Training
 - Self-Paced
- NDG Commercial - \$99.95 Per Course



Content Assets

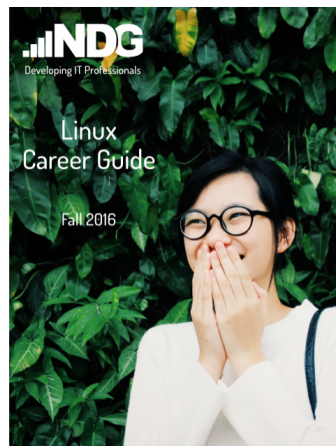
Blog

The best place to find our content assets is on our NDG Blog. <https://blog.netdevgroup.com/>



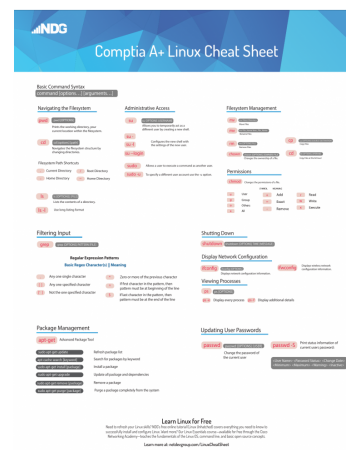
eBook

There's never been a better time to learn Linux. Whether you're a newbie or a seasoned IT professional, learning Linux gives you a life-changing skill upgrade that can help you build a rewarding career in a rapidly growing field. Explore this guide to learn about the many career paths and opportunities available for Linux-trained professionals.



Linux Cheat Sheet

A guide covering the essential Linux commands in the CompTIA A+ certification and our NDG Linux Unhatched course.



Linux Is Everywhere Infographic Poster

Infographic sharing how Linux is truly everywhere in today's world. Call to action can be updated depending on the need. Also available in Spanish.

